

PHOTOS TO PROMOTE YOUR PROJECT

Please see examples at www.localfundingpartnerships.org

- To be posted on the LFP website, we usually prefer that photos be horizontal. Thanks!
- Please e-mail them to Debbi Dunn Solomon at dsolomon@localfundingpartnerships.org

Tips:

1. **Often the closer, the better.** Try to fill the photo with one, two or three people.
2. What are they doing? Best if they are engaged with each other and in an activity that shows what your project is about.
3. How does the photo make you feel? Does it share an emotion? Angry, happy, sad, loving, caring, concerned, concentrating, hesitant...?
4. Where are they? The place is often an "important character" in the photo. But watch out for distractions: lunch leftovers, empty grey wall filling the space between two people, big unrelated signs. ("No Talking. No Running.")
5. If you serve people of different backgrounds or ages, etc., try to include the diversity.
6. **As sharp and clear as possible.** We can't really fix dark or fuzzy photos.

For more ideas for your project, call Debbi at 609-275-4128.

Release Forms & Privacy

1. With the internet, there is no such thing as a "private" photo.
2. People must understand that they are signing to give you permission to use the photo anywhere, including the World Wide Web, and that anyone may see it.
3. If you promise the shot will maintain their confidentiality, add that to the release and sign it. Check each photo and don't keep the ones where you can identify someone who asked not to be.
4. Caution: some clients may feel so grateful to you, or so reliant on you, that they feel they cannot say "no." Obviously, you don't want to put someone in that situation even for the "greater good" of helping to promote the project.
5. Project staff members who are shown in photos should also sign release forms.
6. See a *sample* form on the next page. (Your agency probably has its own & that's fine.)
7. Another good idea is to attach photos to their releases in your files.
8. Please don't send any photos to LFP or others if there is no release or if you promised special circumstances (such as, "We'll only show it to...").

SAMPLE PHOTO CONSENT & RELEASE LANGUAGE. Put this on your stationery.

I, (print name) _____, hereby authorize the _____ [hereafter, collectively "Organization"] to photograph, film, audiotape, and/or interview me, and to use such photographs, video, audio and interview information (hereafter, collectively "Materials") in any publications, presentations, Web sites, or other media or form, whether now or hereafter known, for any purpose that, in the view of the Organization in its sole discretion, advances its goals, including education, training, research, public relations, marketing, and use by or for the news media.

I further understand and agree that I have no rights in the Materials, and that these Materials may be edited, used, published, distributed, republished and/or licensed by Organization, now or at any time in the future, for the purposes set forth in Paragraph 1. I waive all right to inspect or approve the use of the Materials, now or in the future.

I understand and agree that I will receive no monetary compensation for my participation or for the use of these Materials.

I release and discharge any and all actions or claims which I, my family members, or my heirs may have against the Photographer and Organization, its officers, Trustees, employees, contractors and/or agents, and any other third party contracting with it, arising for any reason whatsoever from any use, publication, distribution, or republication of these Materials in accordance with this Consent and Release at any time now or in the future.

I understand and agree to the terms set forth above.

PRINTED NAME OF SUBJECT* _____
ADDRESS:

_____ STREET CITY STATE ZIP

PHONE _____ E-MAIL _____

SIGNATURE OF SUBJECT _____ DATE _____

SIGNATURE OF WITNESS _____ DATE _____

* IF SUBJECT IS A MINOR I have full authority to execute the Consent and Release on behalf of the Minor. I understand and agree to the terms set forth above.

PRINTED NAME OF PARENT/LEGAL GUARDIAN _____

_____ STREET CITY STATE ZIP

PHONE _____ E-MAIL _____

SIGNATURE OF PARENT/LEGAL GUARDIAN _____ DATE _____

SIGNATURE OF WITNESS _____ DATE _____